

## ABSTRACT OF THE DISCLOSURE

The present invention provides an image forming method comprising the steps of forming an electrostatic latent image on a surface of an electrostatic latent image bearing body, forming a toner image by developing the electrostatic latent image by using a toner, transferring the toner image to the surface of a recording medium, and fusing the transferred toner image on the surface of the recording medium by bringing the toner image into contact with a heating medium, which has a resin coating layer formed on the surface thereof, and thereby melting the toner image. The toner contains a binder resin containing monomers having vinyl double bonds. A storage elasticity of the toner at 180°C is in a range of  $1 \times 10^3$  to  $8 \times 10^3$  Pa and a contact angle of the surface of the heating medium to water at 25°C is in a range of 50 to 100°.